



## Community Coaching Research Highlights

### Fact Sheet

- Children's participation in physical activity and sport contributes to their growth and development – 81 per cent of parents strongly agree with this statement. (1)
- The number of overweight kids in Canada has doubled in the past 15 years. (6)
- The number of obese kids in Canada has tripled in the past 15 years. (6)
- Less than half of boys and even fewer girls are active enough for optimal health (7)
- A positive sport experience contributes to optimal growth and development by building muscle strength and motor fitness. (4)
- Sport helps to improve aerobic capacity (especially after age 10) and to build maximum aerobic powers, which increases markedly during adolescence. (4)
- Good coaching nurtures optimal growth and development of children and youth, recognizing differences in genetic make-up and maturation rates, matching challenge with ability and fostering the joy of sport. (5)
- Trained coaches develop skills and reinforce behaviours using a positive approach that focuses on strengths rather than weaknesses.
- Trained coaches contribute to the holistic development of children:
  - o Fostering development of self-efficacy, contributing to higher self-esteem and reduced stress and anxiety.
  - o Contributing to academic performance by teaching motor skills and fostering participation in aerobic activities.
  - o Fostering cultural harmony by helping people to understand each other while striving toward a common goal.
  - o Positively influencing the ethical and moral development of Canada's children.
  - o Teaching relevant life skills, positive self-development and reducing leisure boredom.
- 34 per cent of Canadians 15 years of age or more (8.3 million) participated regularly in one or more sports; 21 per cent (1.7 million) of these were amateur sport coaches. (3)
- 90 per cent of Canadians believe that coaches are important role models. (2)
- 95 per cent of Canadians believe it is important that amateur sport coaches be certified. (2)

1 *Canadian Fitness and Lifestyle Research Institute, 1996. Parents' beliefs about children's activity. Progress in Prevention, Bulletin no. 9.*

2 *Straight Talk about Children and Sport, 1997*

3 *Statistics Canada, 1998*

4 *The Center for Research on Girls and Women in Sport, 1997. Physical activity and sport in the lives of girls: Physical & mental health dimensions for an interdisciplinary approach. Washington, DC: The President's Council on Physical Fitness and Sport.*

5 *Malina, R.M. (1994). Physical activity: Relationship to growth, maturation, and physical fitness. In C. Bouchard, R.J. Shephard, T. Stephends (Eds.). Physical activity, fitness and health: International proceedings and consensus statement. Champaign, IL: Human Kinetics.*

6 *Tremblay MS, Willms JD. Secular trends in the body mass index of Canadian children. [published erratum appears in CMAJ 2001; 164(7): 970]. Canadian Medical Association Journal 2000; 163(11): 1429-1433.*

7 *Canadian Fitness and Lifestyle Research Institute (CFLRI). 2000 Physical Activity Monitor. 2000. Online: [accessed February 6, 2004].*